2024 National Order of the Arrow Conference

Session: Your Lodge and Social Media

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Session Length: 45 minutes

Session Description

[Brief description of what your session will cover. Why should someone take this training? Your ACVC may have provided a brief starting point, feel free to edit and add to it.]

This session will delineate **what** types of social media are available and preferred for use by the Lodge. It will develop **when** social media can be used effectively to enhance Lodge events and activities. It will determine **who** are the target audiences that Lodge hope to reach. Finally, it will define **how** social media can be used to be inclusive and comply with BSA guidelines. Participants who attend this session will Seek New Heights in their understanding of the use of social media in Lodge information dissemination and brotherhood building.

Learning Objectives and Outcomes

[What should participants take away from your training? Your ACVC may have provided a brief starting point, feel free to build upon those as necessary or add additional outcomes]

Objective 1: Discuss available types of social media available to providing Lodge members for contacting target audiences.
Outcome 1: Participants will understand what others think are social media resources available to them.

Objective 2: List the types of Lodge events and activities that might benefit from the use of social media.
Outcome 2: Participants will appreciate how others use social media resources to market Lodge activities and events.

Objective 3: Explore the target audience(s) that can and should be reached by well-crafted social media content coming from the Lodge.

Outcome 3: Participants will compare who can be reached by appropriate social media offerings.

Objective 4: Define what guidance BSA offers regarding appropriate distribution of social media to Youth versus adult Lodge members.

Outcome 4: Participants will know the BSA expectations for the use of social media when contacting others.

Theme Connection: Seek New Heights

[The theme of the 2024 NOAC is Seek New Heights, emphasizing the drive for excellence that characterizes the OA and our daily lives. How will your session incorporate this theme?]

The goals of every Lodge include providing members with ways of strengthening the bounds of brotherhood and ways of providing cheerful service to members, the Scouting Movement, and the community. Lodges Seek New Heights through these goals and through inducting and retaining members to help with them. Membership participation in the Lodge activities and events helps make these goals realities for the Lodge and the individuals the comprise it. To increase participation, the Lodge needs mechanisms for informing and exciting its membership. The efficient and appropriate use of social media can provide mechanisms to enhance retention and participation.

Facility and Material Needs

[Please put all material and facility needs in this section. We recommend completing this portion last after the rest of the lesson plan is completed. **The more specific you are with your material and facility requests, the better we can accommodate!**]

Facility Needs

Is this session remote delegate-compatible?   Yes
(ie. can the material be engagingly taught via

live stream)

Does this session need audio/video (AV) capabilities? (ie. projector)

Yes – A means of connecting a computer to a system to deliver a PowerPoint presentation

Are there any other specific facility needs for this session? (ie. movable chairs, panel-style seating, etc.)

A classroom setting is assumed to be available.

Material Needs

[Please put "NOAC Training Committee" under "Source" if you need a material and cannot source it yourself - we will try to source it for you. Please note that we would strongly prefer training materials to be in a digital format and would advise against flipcharts and other physical materials. If you need microphones, extension cords, etc., please also specify those needs here.]

Material	Quantity	Source
Computer w/PowerPoint capabilities	1	NOAC Training Committee of personal
Projection system for above	1	NOAC Training Committee
Whiteboard	1	NOAC Training Committee
Markers	4 colors	NOAC Training Committee

Session Preparation Steps

[Please list all steps you or another trainer would need to take to be prepared to teach this session. For example, if the trainer needs to add personal experiences, print handouts, or prepare items for a game, those should be listed here. **The goal is for someone to be able to read this syllabus and understand how to teach your session in the future!**]

Step 1: The trainer needs to have a means of polling each participant class, tallying the results of the poll(s) promptly, and report the results to the assembled class. The program PollEverywhere™ is one application that has this capacity.

Step 2: The trainer needs to have access to and be knowledgeable about current BSA guidance pertaining to the use of social media by youth and adult members of the BSA.

Step 3: The trainer needs to consult current and pertinent scholarly articles on the use of social media by both youth and adults to determine best practices for constructing, delivering and maintaining social media content so that it adheres to BSA social media and youth protection guidance.

Additional Staff Members

[If you are having additional trainers assist you with your session, please fill out their contact information below. Please note that due to the conference sell-out, we are limited in our ability to register additional staff members on the training committee. We recommend that your additional trainers come from contingents or other staff members that can break from their duties to facilitate the session.]

Trainer Name	Email	Phone #
Cristian Joya	cjoya@afcurgentcare.com	970-948-4712

Lesson Plan

[The main body of your presentation should be here. Remember to adjust the timing for each session as you add/edit topics. **Remember, be as specific as possible - the goal is for someone to be able to read this syllabus and understand how to facilitate your session in the future!**]

Helpful Templates:

Activity
Copy and paste this box wherever you have an activity in this session!

Materials Needed: [materials]
Length of Activity: # [min]
Activity Description: [description]

Trainer Action
If at any point the trainer needs to complete an action (play a video clip, prompt questions, etc.) copy paste this box and edit this text to specify what!

Introduction   2   minutes
Slides [01]-[02]

Trainer hands out sheet with instructions about how to access online real-time polling software by cellphone, tablet, or other electronic device. Responses given to subsequent queries are recorded and displayed on screen during presentation.

Slide 1
   - Trainer(s) introduce(s) themselves and give a brief background and Lodge affiliations
Slide 2
   - Trainer gives a brief description of learning objectives

Topic 1- Social media available and preferences   10 minutes
Slides [03]-[04]

Slide 3
   - Trainer asks what social media are preferred by participants and that could be used to communicate with others, informing them about Lodge activities and promote Lodge

events.
- Answers are recorded electronically and a concensogram is compiled electronically and displayed in real-time.

Slide 4
- Trainer discusses the results of a previously compiled poll and shows concordance with what participants have just contributed.
- Trainer discusses with participant the perceived benefits and deficits of social media approaches that have been selected most often.

Topic 2 – Promotion of Activities and Events   10 minutes
Slides [05]-[06]

Slide 5
- Trainer asks what are the events and/or activities about which participants need to communicate with others to inform them about important aspects of Lodge activities and events.
- Answers are recorded electronically, and a word cloud is compiled electronically and displayed in real-time.

Slide 6
- Trainer discusses the word cloud relating it to a previously compiled list.
- Trainer discusses with participant the perceived benefits of using social media approaches to promote some of the most often mentioned activities and events (as time allows).

Topic 3 – Target Audience(s)   10 minutes
Slides [07]-[09]

Slide 7
- Trainer asks to participants prioritize a list of the target audiences that need to receive communication about important Lodge activities and events.
- Answers are recorded electronically, and a pie chart is compiled electronically and displayed in real-time.

Slide 8
- Trainer distills the compiled list into two basic groups: Youth and Adults.
- Trainer discusses key points of "Engaging with Youth on Social Media" and relates that these things apply to adults as well.

Slide 9
- Trainer discusses selected points of "Social Media Best Practices Guide" and how they pertain to promoting Lodge activities and events.

- Trainer reminds participants that the is BSA guidance regarding the use of social media.

Topic 4 – BSA guidance on the use of social media   **10 minutes**
Slides [10]-[11]

Slide 10 and 11
- Trainer presents the most important points found in "BSA Social Media Guidelines"
- Trainer emphasizes the security and youth protection issues pertaining to the use of social media by Lodge members (youth and adults alike)

Conclusion & Takeaway Challenge   **3 minutes**
Slides [12]

[Each session should end with a challenge for every participant to write down key points to take with them and encourage them to reflect upon the session. The wording of the takeaway challenge will depend upon the session. For example:]

Please take out your notebook and pen. For the final three minutes, think about your current and future roles in the OA, in Scouting, and in life as they relate to using social media to promote Lodge activities and events. As a means to enable you to Seek New Heights in your current and/or future roles, write down three Lodge activities or events that you could promote using social media, what media you might use for each, and your target audience for each. Try to describe the use of more than one type of activities or event, more than one medium, and more than one target audience.

Later today, feel free to share these key ideas with others in your chapter or lodge.

Appendix: Resources and Source Material

[Please add all referenced sources or handouts that would be useful to share with session attendees.]

Resource	Link
Order of the Arrow, Mission & Purpose	Available online at: https://oa-bsa.org/about/mission-purpose

BSA Social Media Guidelines	Available online at: https://scoutingwire.org/social-media-guidelines/
Engaging with Youth on Social Media	Available online at: https://umhs-adolescenthealth.org/wp-content/uploads/2018/03/social-media-plan-starter-guide.pdf
Social Media Best Practices Guide	Available online at: https://www.defendyouthrights.org/wp-content/uploads/Social-Media-Best-Practices-1.pdf